

How To Generate Your Own Marketing Ideas

1. List your marketing goals and objectives in the space below.

2. Generate as many marketing ideas as possible.

In the space below, brain dump as many marketing ideas that immediately come to your head.

3. Circle the ideas that better suit your target audience's values.

4. Assess your company's goals. Classify your marketing ideas around these objectives in the space provided.

Business Goals	Marketing Idea



5. Rank your topic ideas. Number the ideas that are immediate priorities above.
6. Now you have a list of several marketing ideas that will assist you in reaching your marketing goals.
7. Track your ideas to make sure they get completed! Use the “Marketing Idea Tracker” in this folder to track your marketing ideas.

Marketing Idea	Status	Related files	Notes
	Not started ▾		
	In progress ▾		
	Launched ▾		

